



Social Media Manager, footbao
Location: São Paulo

Company Overview:

footbao is a unique community around the biggest sport in the world where talents can show off their skills and fans can demonstrate their love for the game. Our purpose is to connect football talents and fans, fostering meaningful interactions and community engagement. As our first Social Media Manager, you will play a pivotal role in shaping the future of our platform.

Position Overview:

We are on the lookout for a Senior Social Media Manager with a deep love for football and a knack for social media engagement. The ideal candidate will be responsible for strategizing, executing, and managing our social media presence across various platforms, engaging our user base, and keeping up with the latest trends in social media.

Responsibilities:

- Social Media Content Management: Develop and manage a content calendar that aligns with company objectives and user interests.
- Social Media Posting Strategy: Create and implement strategies for posting on various platforms including Facebook, Instagram, TikTok, YouTube Shorts, and others to maximize reach and engagement.
- User Moderation & Engagement: Monitor user interactions on our platforms and engage with the community to foster a positive and vibrant environment.
- App Store Reviews Moderation: Keep track of and respond to reviews on the App Store, addressing user feedback and maintaining a positive brand image.
- Social Media Trends and Viral Content: Stay abreast of the latest social media trends and viral content to keep our platforms relevant and engaging.
- Weekly Report: Compile and present weekly reports on social media metrics, insights, and growth opportunities.
- Work Closely with Creative Agency: Collaborate with our creative agency partners to ensure that the content is engaging, on-brand, and effective in driving user engagement.

Qualifications:

- Proven experience as a Social Media Manager or similar role.
- Strong understanding of different social media platforms, particularly Facebook, Instagram, TikTok, and YouTube Shorts.
- Excellent content creation and writing skills.
- Ability to analyze social media metrics and make data-driven decisions.
- Strong organizational and time-management skills.
- Fluency in English; additional languages are a plus.

Benefits:

- Collaborative and dynamic work environment.
- Opportunities for continuous learning and professional development.
- Active participation in challenging and innovative projects.
- Competitive compensation and comprehensive benefits.
- Paid time off.

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- Flexible work hours and remote work.

footbao is an equal opportunity employer and we value diversity at our company. We do not discriminate based on race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.